

Louisiana MIG Project MPP/Medicare Prescription Drug Enrollment Initiatives Protocol

Tasks:

As the new Medicare Prescription Drug Coverage program is rolled out, the Louisiana MIG Project will contact individuals who are enrolled in Medicaid Purchase Plan and have Medicare coverage by mail, phone and in person. The purpose of the contacts is to inform the enrollees of the upcoming changes in their prescription drug coverage by giving them basic information on the new program, inviting them and a guest to an Enrollment Dinner, providing referrals to appropriate resources for more information if needed, and helping them to enroll in the drug plan of their choice.

Methods:

- MIG staff developed and maintains a database of all persons certified for MPP who also have Medicare. The database contains the individual's name, address, phone number, and parish of residence, plus information on Medicare coverage, MSP eligibility and other TPL coverage.
- From 6/15/05 through 12/31/05, MIG staff is mailing postcards to each dual eligible that provides the program's toll-free hotline number. In response to phone requests, questions related to either Extra Help or Medicare Prescription Drug Plan coverage are answered by hotline staff using the Louisiana Talking Points and CMS LIS Q&A documents.
- In late September, copies of the MPP MMA September Reminder document will be mailed to all current enrollees with Medicare coverage by Medicaid field staff.
- Beginning October 10, Medicaid field staff will attempt to call each dual eligible MPP/Medicare enrollee. A script will be used to provide basic information on the new program, names and numbers of resources for more information, and to extend an invitation to a lunch or dinner Enrollment Event scheduled in the individual's area. Each call should take approximately 20 minutes.
- Beginning October 24, Enrollment Event packets will be mailed to **all** enrollees. Each packet will contain a copy of our MMA Comparison Guide, and as appropriate, a dinner invitation for those we could not reach by phone, a confirmation letter for those who accepted our Enrollment Event invitation, and a declination letter for those who did not.

- One week prior to each scheduled event, Medicaid field staff will make reminder phone calls to each registered participant.
- From November 14 through December 7, fourteen Enrollment Events (lunches or dinners) will be held in nine cities across the state. Additional events are tentatively scheduled for the greater New Orleans area in mid-December *if this area is restored following Hurricane Katrina*. MIG and Medicaid field staff will meet individually with enrollees and their guests during these events to help them compare drug plans and enroll via internet or by mail.
- Beginning December 7, Medicaid field staff will meet individually by phone or in local offices with those who could or did not participate in the Enrollment Events.

Louisiana Medicaid Infrastructure Grant
MMA Enrollment Initiatives
for Persons with MPP/Medicare Coverage

Timelines & Activities

05/17/05	MPP/Medicare database established
05/18-12/31/05	MPP/Medicare database updated daily to add new MPP enrollees who have Medicare, monthly to add MPP enrollees who obtain Medicare coverage, and monthly to remove individuals who lose MPP coverage.
06/15/05	MMA Postcards mailed to 372 persons dually enrolled
06/16-12/31/05	MMA Postcards mailed daily to all new MPP enrollees with Medicare and monthly to MPP enrollees who obtain Medicare coverage
06/15/05-12/31/05	MMA calls fielded by MPP/MSP hotline
09/05	Friendly reminder letters mailed to all MPP/Medicare enrollees in database
10/10-10/18/05	MMA Information/Enrollment Dinner invitation calls made to all MMP/Medicare enrollees in database
10/24-10/25/05	Enrollment Dinner invitation packets mailed to those not reached by phone
10/25-10/26	Enrollment Dinner confirmation or declination packets mailed to those reached by phone
11/2-11/30/05	Reminder phone calls made to registered guests within 1 week of local event
11/14-12/6/05	Staff/AC member training for Enrollment Dinners (6 scheduled, 1 pending)
11/14-12/7/05	Enrollment Dinner Events held (14 scheduled in 9 cities; plus 4 events pending in Greater New Orleans area for 12/12-12/14/05)
12/7-12/31/05	Individual Enrollment Sessions held by phone or in local offices for those who could or did not participate in Enrollment Dinners